



Center for
Sustainable Energy
CALIFORNIA

California Solar Initiative

Revised Interim
Marketing & Outreach
Plan
PY 2008

6/13/2008

California Solar Initiative CCSE Interim Marketing & Outreach Plan – PY 2008

Introduction

This document outlines marketing activities and materials that the California Center for Sustainable Energy (CCSE) proposes to utilize during the 2008 calendar year to implement its administrative responsibilities for the California Public Utilities Commission (CPUC's) California Solar Initiative (CSI) in the San Diego Gas & Electric (SDG&E) service territory. In accordance with Appendix A to Decision 07-05-047 (D.07-05-047, referred to subsequently herein as "the Decision"), we submit this plan on an interim basis, subject to Energy Division staff review and approval in consultation with the assigned Commissioner. Implementation strategies may evolve as the program proceeds, in response to the needs of the marketplace and specific customer feedback.

This Plan outlines a broad array of activities that will allow CCSE to train key industry stakeholders as well as introduce and promote the CSI to prospective market participants, customers, and the community at large. After receiving additional direction from the Commission, CCSE submits this Interim Marketing and Outreach Plan for 2008, which focuses primarily on those activities specifically called out in the Decision and Guidelines for 2008 Interim M & O Plans, Energy Division, November 2007.

Budget

CCSE PY2008 CSI Interim Marketing and Outreach Budget

Installer Training		CCSE has provided monthly in-house trainings for installers and homeowners. We have conducted several offsite trainings as well and continue to arrange more. Knowing that success includes training as many channels as possible, we are conducting our first offsite workshop for Realtors. We are working on additional workshops designed for the financial analyst/accountant community. Trainings this year include more technical aspects of installation and financial payback modeling.
	\$ 75,000.00	
Targeted Marketing		

Direct Mail	\$ 100,000.00	Planned for Q3 and Q4
Interactive Outreach	\$ 10,000.00	<i>Online Unpaid Coverage:</i> signonsandiego.com, sddt.com, solarpowerconference.com, sdeln.org, sdchamber-members.org
Radio Tags/PSA	\$ 130,000.00	We began our 2008 radio and television campaign. These 15 second spots play during three local news broadcasts (TV) and over a dozen different radio stations during traffic reports.
Newsletter	\$ 30,000.00	CCSE coordinates the monthly CSI newsletter. Readership has grown steadily each month. Powerclerk List: 1,344 subscribers. CSI Service List: 322 subscribers. Opt-ins: 512.
Printed Collateral	\$ 25,000.00	Printed 2008 versions of Fact Sheets for Solar 2008 and for additional use.
Video (CCSE portion)	\$ 15,000.00	CCSE portion.
Online Training	\$ 20,000.00	Current library includes 4 WebEx trainings. Growing to 8 by Q3.
Bundled Outreach		
Solar San Diego Newsletter	\$ 10,000.00	Not started.
Newspaper and Magazines	\$ 30,000.00	<i>Paid Printed Advertisements placed in:</i> special insert to San Diego Business Journal called "Structures", The Earth Times, Business Action, The San Diego Business Journal, The San Diego Regional Chamber of Commerce <i>Unpaid Printed Coverage:</i> The San Diego Business Journal, Today's Local News, Belissima San Diego, North County Times, The Union Tribune, Thousand Oaks Acorn, The Light Connection
Rebuild San Diego	\$ 25,000.00	
Alliances and Co-Promotions	\$ 30,000.00	Sandee Awards attended by over 250. Displayed at first Home & Garden show.

		Active sponsor of Solar 2008 in San Diego, Displayed at ASES. Displayed at EarthFair, Displayed at CoxConserves.
Total	\$ 500,000.00	

Summary Request for Additional Funds

The City of San Diego has been selected by the U.S. Department of Energy as one of its 25 "Solar America Cities" as part of the "Solar America Initiative". This Initiative seeks to make PV-generated electricity cost-competitive with conventionally generated electricity from the utility grid by 2015. CCSE is a project partner, working with the City of San Diego to create a powerful solar mapping tool, consisting of an interactive map of existing and potential PV installations. As a project partner and the Program Administrator for the CSI in SDG&E service territory, CCSE is in a unique position that cannot truly be replicated by a private enterprise.

Solar analysis of the entire City of San Diego would cost upwards of \$1 million. Our present contract for \$80,000 will allow us to launch the project and perform solar analysis in only select areas of the City of San Diego. We wish to see the solar analysis performed for the entire City of San Diego and note that the contractor avoids additional setup costs by performing one large data run, rather than several smaller ones over time. Accordingly, we are seeking counterpart contributions. Contributions from the CPUC would enable us to reach the \$1 million goal much sooner. Thus, CCSE respectfully requests an additional \$75,000 in CSI M&O funds to be utilized for the solar mapping tool project. With these additional funds, the solar mapping project could potentially be expanded to include all of SDG&E's service territory, rather than be limited to the City of San Diego.